

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 041005Z FEB 75

FM AMCONSUL MILAN

TO AMEMBASSY ROME

INFO USDOC WASHDC

SECSTATE WASHDC 3910

UNCLAS MILAN 0237

E.O. 11652: N/A

TAGS: BEXP BTRA IT

SUBJ: NATIONAL CABLE TELEVISION CONGRESS AND EXHIBITION, JAN.

31, FEB. 3, 1975

FROM MILAN TRADE CENTER

REF: ROME TELEX 1014 (NOTAL, MILAN TELEX TC 39 (NOTAL)

MARIO BECK, FSL, ATTENDED JANUARY 31 OPENING OF TECHNICAL CONVENTION AND OF FIRST NATIONAL SHOW ON CABLE TV ORGANIZED AT MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNICA, MILAN, BY SIM (INTERNATIONAL MUSIC SALOON). SEMINAR WAS CHAIRED BY PROF. GIANCARLO MASINI, WELL KNOWN ITALIAN JOURNALIST AND PRESIDENT OF THE NATIONAL ASSOCIATION OF SCIENTIFIC PRESS. ATTENDING OPENING OF SEMINAR WAS ALSO AN OFFICIAL REPRESENTATIVE OF THE MAYOR OF MILAN, ALDO ANIASI. MAIN PURPOSES OF BOTH RCONVENTION AND EXHIBITION ARE THOSE OF ATTRACTING ATTENTION OF ITALIAN AUTHORITIES AND OF ALL POTENTIAL END-USERS ON CATV SYSTEMS WHICH ARE NEW FOR THIS COUNTRY, UND OF STRESSING THE IMPORTANCE OF FREE COMMUNICATIONS.

SHOW INCLUDES 53 PARTICIPANTS FROM ITALY, GREAT BRITAIN, BELGIUM, SWITZERLAND, SWEDEN, W.GERMANY, JAPAN, AUSTRIA AND USA. AMERICAN COMPANIES IN SHOW ARE AMPLEX, 3M, IVM, DATATRON, PENTAGON, DYNAIR.

SCHEDULE OF SEMINAR ALSO CALLS FOR PARTICIPATION OF REPRESENTAT- UNCLASSIFIED

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IVES OF CANADIAN CABLE TV ASSOCIATION AND ROUND TABLE DISCUSSIONS

BETWEEN MEMBERS OF SEVERAL ITALIAN POLITICAL PARTIES, TECHNICIANS AND JOURNALISTS. THE ONLY QUALIFIED US VISITOR ALERTED TO THIS EVENT THROUGH INFORMATION SUPPLIED TWO MONTHS AGO BY THIS POST SEEMS TO HAVE BEEN MR. KURT R. THULER OF THETA-COM CATV DIV. (CONTROLLED BY HUGHES AIRCRAFT INTERNATIONAL) WHO ARRIVED FROM BERN AND VISITED SHOW WITH DOTT. BECK, ATTENDING ALSO PART OF THE TECHNICAL CONVENTION. MR. THULER IS CONSIDERING APPOINTMENT OF LOCAL SALES REPRESENTATIVE FOR THETA-COM PRODUCTS AND HAS ALREADY ESTABLISHED CONTACTS WITH SEVERAL POTENTIAL DISTRIBUTORS BUT WILL REQUIRE FURTHER ASSISTANCE FROM THIS POST BEFORE MAKING HIS DECISION IN THIS RESPECT.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MILAN00237
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750040-0446
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750274/aaaacoxd.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 ROME TELEX 1014, 75 MILAN TELEX TC 39
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 16 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 APR 2003 by RuthemTJ>; APPROVED <22 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NATIONAL CABLE TELEVISION CONGRESS AND EXHIBITION, JAN. 31, FEB. 3, 1975
TAGS: BEXP, BTRA, IT
To: ROME
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006